

Fitness Business ANNUAL PLANNING Steps

1. What should you be doing more of?

What do you love doing in your business? (What are you going to spend more time doing in 2019?)

2. What should you be doing less of?

What do you hate doing in your business? (What do you need to/or want to stop doing as soon as you can?)

3. Use your numbers.

What earned you the most money this year?

What bombed?

Do you need to revamp the program or is it the marketing?

Your revenue – your expenses = your total (before taxes) What was that?

4. How much do you want to make in 2019?

See a clear vision for how that's going to change your life or your family's life: what is it?

What will it make you able to do more or less of?

How will it ease burden or change your family dynamics?

5. How are you going to make money in 2019? What are the big things you're going to promote?

If you're listing things that you sold this year and the revenue you want to earn isn't what you did earn, then you've got to decide if you're going to promote the same programs more, increase your rates, or create more programs.

What will you promote that you have now?

What will you create so you can promote?

6. When are you going to promote them (those programs in #5)?

(When do programs launch?)

When do you start the promo period?)

Add these to the calendar.

7. What are you going to let go of?

What kinds of things take your time and energy now that just can't if you're going to be at the next level?

8. Who do you need to be?

What kinds of self-care do you need to be doing?

What kind of standards do you need to have?

If you see yourself as someone earning a million dollars, how do you need to be every day to do that? What's the difference between a millionaire (or someone who makes what you want to be making) and you now?

Last...

What tasks are you going to delegate first?

Who is already on your staff that can do them?

Who do you need to hire?

What can you afford to pay them?